Appl. No. 10/538,207
Final Amendment and/or Response
Reply to final Office action of 4 June 2007

Reply under 37 CFR 1.116
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Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Original) A system for providing playback of media content to a user, the system comprising:

a)   a portable wireless device, the wireless device having a media drive and an application that reads and plays back content from a medium inserted in the media drive;

b)   a service that communicates with the wireless device via a wireless network, the service providing control commands to the application program for controlling playback of content from the medium when inserted in the media drive.

2. (Original) The system as in Claim 1, wherein the portable wireless device is a mobile phone.

3. (Original) The system as in Claim 1, wherein the media drive is one selected from the group of optical disc drive, magnetic disc drive and a flash memory card interface.

4. (Original) The system as in Claim 1, wherein the service is provided from a website that interfaces with the wireless network via the Internet.

5. (Original) The system as in Claim 1, wherein the control commands provided by the service control at least one of the selection and order of content played back from the medium.

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6. (Original) The system as in Claim 5, wherein the service downloads advertisements to the wireless device and also provides control commands to the application to play the advertisements along with playback of content from the medium.

7. (Original) A portable wireless device that interfaces with a wireless network, the wireless device comprised of:

a)   a media drive;

b)   an application that plays back content from a medium when inserted in the media drive, the application playing back content from the medium based upon control commands received from a service via the wireless network.

8. (Original) The device of Claim 7, wherein the media drive is one selected from the group of optical disc drive, magnetic disc drive and a flash memory card interface.

9. (Original) The device of Claim 7, wherein the medium contains at least one of audio content and video content.

10. (Original) The device of Claim 9, wherein the received control commands control at least one of the selection and order of content played back by the application.

11. (Original) The device of Claim 9, wherein the received control commands further control playback of one or more advertisements by the application.

12. (Original) The device of Claim 11, wherein the advertisements are played back in between the content selected for playback.

13. (Original) The device of Claim 11, wherein the advertisements are stored on the medium inserted in the media drive.

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14. (Original) The device of Claim 11, wherein the advertisements are downloaded from the service to the device.

15. (Original) A service for use in providing playback of media content to a user, the service generating and transmitting control commands via a network to a portable wireless device, the control commands controlling playback of content of a medium inserted in a media drive of the wireless device.

16. (Original) The service as in Claim 15, wherein the service transmits the control commands to the wireless device via a wireless network.

17. (Original) The service as in Claim 16, wherein the service transmits the control commands to the wireless network via the Internet.

18. (Original) The service as in Claim 15, wherein the control commands are generated using an identification of the content of the medium received by the service from the portable wireless device.

19. (Original) The service as in Claim 18, wherein the control commands generated by the service control at least one of the selection and order of content played back from the medium by the portable wireless device.

20. (Original) The service as in Claim 15, wherein the control commands are generated using an identification of the user received by the service from the portable wireless device.

21. (Original) The service as in Claim 20, wherein the identification of the user is used by the service to retrieve a preference of the user from memory.

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22. (Original) The service as in Claim 15, wherein the control commands further control playback of advertisements by the portable wireless device.

23. (Original) The service as in Claim 22, wherein the service downloads advertisements to the portable wireless device for playback.

24. (Original) The service as in Claim 22, wherein the control commands controlling playback of advertisements are generated by the service using an identification of the user received by the service from the portable wireless device.

25. (Original) The service as in Claim 24, wherein the identification of the user is used by the service to retrieve a preference of the user from memory.

26. (Original) A medium that contains content, the medium being insertable into a media drive of a portable wireless device, the medium being readable for playback of the content by an application stored in the wireless device when control commands are received by the application from a remote service.

27. (Original) The medium as in Claim 26, wherein the medium is one selected from the group of optical disc, magnetic disc and flash memory card.

28. (Original) An application program stored on a portable wireless device, the application reading and playing back content from a medium inserted into a media drive of the wireless device in accordance with control commands received by the wireless device from a remote service via a network.

29. (Original) The application program as in Claim 28, wherein the control commands received from the remote service control at least one of the selection and order of content played back from the medium by the application.

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30. (Original) The application program as in Claim 28, wherein the application program reads an identification of the content of the medium and the wireless device transmits the identification to the remote service via the network, the control commands being generated by the remote service using the identification.

31. (Original) The application program as in Claim 28, wherein the application program receives control commands from the remote service for playback of advertisements contained on the medium.

32. (Original) The application program as in Claim 28, wherein the application program receives control commands from the remote service for playback of advertisements downloaded to the wireless device via the network.